



FACT SHEET

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The American Library Association (ALA) has teamed up with the Investor Protection Trust (IPT) to create *Investor Education @ your library*®, a national public education and awareness campaign to help individuals make informed investment decisions. The Reference and User Services Association (RUSA), a division of the American Library Association, is administering the program. The national initiative is part of ALA's *Campaign for America's Libraries*, a multi-year public awareness and advocacy effort that showcases libraries as places of opportunity — where information is affordable, available and accessible to all people.

Our Purpose

With so many investment options to choose from, how do you know if the financial choices you make today are the right choices for the future? According to the *Investor Protection Trust (IPT)/Securities Investor Protection Corporation (SIPC) Investor Survival Skills Survey (December 2005)*, the vast majority of American investors do not possess important "investor survival skills" needed to build their savings into a retirement nest egg. Only 17 percent of respondents correctly answered a sufficient number of questions on knowledge and behavior to pass this test. *Investor Education @ your library* is designed to provide investors with accurate and reliable financial information they need to make smart decisions for themselves and their families.

Investor Education @ your library Seminar

Twenty library systems around the country have been selected to offer a free seminar on investment education. The seminar has been developed and will be conducted by the Evelyn Brust Financial Research and Education Foundation. The non-commercial seminar includes a 90-minute plenary session focusing on the process of investing. The seminar will be followed by optional, one-on-one counseling sessions for participants.

Representatives from the D.C. Department of Insurance, Securities and Banking will address investor protection and fraud issues.



Participating Libraries

Libraries involved in the program are: Anchorage (Alaska) Municipal Libraries; Atlanta-Fulton Public Library System; Bowling Green (Ky.) Public Library; **D.C. Public Library**; Des Moines (Iowa) Public Library; Detroit Public Library; Fletcher Free Library (Burlington, Vt.); Free Library of Philadelphia; Jacksonville (Fla.) Public Library; Kansas City (Mo.) Public Library; Monroe County Public Library (Bloomington, Ind.); New York Public Library; Norfolk (Va.) Public Library; Onondaga County Public Library (Syracuse, N.Y.); Parmly Billings Public Library (Billings, Mont.); Public Library of Charlotte & Mecklenburg County (N.C.); Sacramento (Calif.) Public Library; SiouxLand Libraries (Sioux Falls, S.D.); Tuscaloosa (Ala.) Public Library; and Wichita (Kan.) Public Library.

Resources

Each participating library has received seven investment booklets from IPT and Kiplinger.

- The Basics for Investing in Stocks
- A Primer for Investing in Bonds
- Mutual Funds: Maybe All You'll Ever Need
- Where to Invest Your College Money
- Maximize Your Retirement Investments
- Five Keys to Investing Success
- Getting Help with Your Investments

In addition, libraries have received a bibliography, promotional materials and a DVD set of IPT's national "MoneyTrack" series, a new 13-part public television program devoted to helping consumers learn to invest successfully and get control of their personal finances. These resources will be used to enhance the library's investor education collection.

Investor Education @ your library Team

The **American Library Association** (www.ala.org) is the "voice of America's libraries and the millions of people who depend on them." The largest library association in the world, the ALA has 66,000 members who are primarily librarians, but also trustees, publishers and others who support the work of the association. The mission of the ALA is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

The **Investor Protection Trust** (www.investorprotection.org) is a nonprofit organization devoted to investor education. Over half of all Americans are now invested in the securities markets, making investor education and protection vitally important. Since 1993 the Investor Protection Trust has worked with the States and at the national level to provide the independent, objective investor education needed



by all Americans to make informed investment decisions. The Investor Protection Trust strives to keep all Americans on the right money track.

The **D.C. Public Library** is a vibrant center of activity for residents and visitors to the nation's capital. Located throughout Washington, D.C., the Library provides environments that invite reading, learning and community discussion. The Martin Luther King, Jr. Memorial Library is the central library, and the system has 26 other neighborhood and community libraries across the city. The D.C. Public Library is proud to be a recognized force in the community for engaging the mind, expanding opportunities and elevating the quality of life. To get more information about the Library or to view the monthly calendar of events log onto www.dclibrary.org.

The **Government of the District of Columbia Department of Insurance, Securities and Banking** (www.disb.dc.gov) regulates all financial-service businesses in the District of Columbia by administering District of Columbia insurance, securities and banking laws, rules and regulations. The government agency's goal is to protect the interests of District of Columbia consumers from unfair and abusive practices, while providing an equitable business arena for the regulated entities operating in Washington, D.C.

The **Evelyn Brust Financial Research and Education Foundation** (www.evelynbrustfoundation.org) is a 501(C) 3 charitable organization established to educate the public about investing wisely and to raise the level of education available to those who serve the public. It forms partnerships with like-minded organizations to provide noncommercial investment education opportunities, and encourages investment research through academic honorariums and awards.

Kiplinger Washington Editors Inc. (www.kiplingers.com), founded in 1920 by W.M. Kiplinger, developed one of the nation's first successful newsletters in modern times. *The Kiplinger Letter*, launched in 1923, remains the longest continually published newsletter in the United States. In 1947, Kiplinger's created the nation's first personal finance magazine. Located in the heart of our nation's capital, the Kiplinger editors remain dedicated to delivering sound, unbiased advice for your family and your business in clear, concise language.

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